

# L'ORÉAL

## L'Oréal E-Strat Challenge

Paris, October 1st 2001 - Today, L'Oréal, the world's leading cosmetics company, launches its online strategy game the "L'Oréal E-Strat Challenge". Students from all over the world will have the opportunity to pit their strategic wits against those of their international counterparts.

The first edition of the L'Oréal E-strat Challenge 2000/2001 was a great success. The game allowed more than 1200 students from 40 different countries to be at the helm of a virtual cosmetics company. This year L'Oréal offers an even more stimulating environment incorporating the challenges of the new economy and the internet based on the reality of today's global cosmetic market. "We want to share this reality with the students. The success of the L'Oréal E-Strat Challenge is the best proof of that ", emphasises François Vachey – Vice President in charge of Human Resources at L'Oréal.

This new-generation business game was created in partnership with Strat-X, the world's leader in simulation and decision-support software. Monster.com, the world's leader in online recruitment is also a partner of the game. " This business game is designed to be part of our on-going Internet-based human resources strategy ", adds François Vachey.

In 2000, L'Oréal received 135,000 applications from managers of these 35,000 were submitted online. The number of online applicants almost doubled between 1999 and 2000.

Registration for the contest is open on the web site [www.e-strat.loreal.com](http://www.e-strat.loreal.com)

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## About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)

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*This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."*

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